

AMENDMENTS to the CLAIMS

1 – 74. (CANCELLED)

75. (CURRENTLY AMENDED) A method comprising:
determining a gambling history of a player;
selecting the player to receive a survey question based on the gambling history;
transmitting the survey question to the player via a slot machine;
receiving a response of the player to the survey question;
determining, by a processing device, compensation for the response; and
after receiving the response, transmitting a signal to the slot machine to provide the determined compensation to the player.

76. (PREVIOUSLY PRESENTED) The method of claim 75, in which selecting the player comprises:
determining an amount lost gambling by the player; and
selecting the player based on the amount lost gambling.

77. (PREVIOUSLY PRESENTED) The method of claim 76, in which determining the amount lost gambling by the player comprises:
determining an amount lost gambling by the player over a plurality of gambling sessions.

78. (PREVIOUSLY PRESENTED) The method of claim 76, in which selecting the player based on the amount lost gambling comprises: selecting the player if the amount lost gambling is not less than a predetermined amount, the predetermined amount being greater than zero.

79. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises offsetting a gambling loss of the player.

80. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises erasing a gambling loss of the player.

81. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises participation in a game of chance.

82. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises participation in a game of skill.

83. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises a gambling token.

84. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises an increase in odds of winning in a game of chance.

85. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises an increased prize table.

86. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises an insurance protection against a loss.

87. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises an ability to play a higher denomination currency gaming machine for a lower denomination currency.

88. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises a free use of an extra slot in a multi-slot slot machine.

89. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises an ability to play the slot machine for free.

90. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises an ability to have winnings rounded up to a higher level.

91. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises a free room.

92. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises a subsidized room.

93. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises activating an inactive payline.

94. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises allowing the player to receive a prize corresponding to an outcome on an inactive payline.

95. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises retroactively activating a payline in exchange for gambling plays.

96. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises cash.

97. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises credit.

98. (PREVIOUSLY PRESENTED) The method of claim 75, in which the determined compensation comprises placing an advertising logo on a payline of the slot machine.

99. (PREVIOUSLY PRESENTED) The method of claim 75, in which transmitting the survey question comprises:
determining that the player is losing; and
transmitting the survey question in response to determining that the player is losing.

100. (PREVIOUSLY PRESENTED) The method of claim 75, in which transmitting the survey question comprises:

determining that a reel of the slot machine is spinning; and
transmitting the survey question in response to determining that the reel of the slot machine is spinning.

101. (PREVIOUSLY PRESENTED) The method of claim 75, in which transmitting the survey question comprises:

determining that a coin is dropping at the slot machine; and
transmitting the survey question in response to determining that the coin is dropping at the slot machine.

102. (PREVIOUSLY PRESENTED) The method of claim 75, further comprising:

generating an offer to the player based on the gambling history.

103. (PREVIOUSLY PRESENTED) The method of claim 102, further comprising:

presenting the offer to the player.

104. (PREVIOUSLY PRESENTED) The method of claim 75, further comprising:

displaying an advertisement to the player via the slot machine, and
in which the survey question is about the advertisement.

105. (PREVIOUSLY PRESENTED) The method of claim 75, in which the response comprises a commitment.

106. (PREVIOUSLY PRESENTED) The method of claim 75, in which transmitting the signal comprises transmitting the signal at a time proximate to receipt of the response.

107. (PREVIOUSLY PRESENTED) A computer readable medium storing instructions configured to direct a processor to perform a method comprising:

- determining a gambling history of a player;
- selecting the player to receive a survey question based on the gambling history;
- transmitting the survey question to the player via a slot machine;
- receiving a response of the player to the survey question;
- determining compensation for the response; and
- after receiving the response, transmitting a signal to the slot machine to provide the determined compensation to the player.

108. (PREVIOUSLY PRESENTED) An apparatus comprising:

- a processor; and
- a computer readable medium in communication with the processor, the computer readable medium storing instructions configured to direct the processor to perform a method comprising:
 - determining a gambling history of a player;
 - selecting the player to receive a survey question based on the gambling history;
 - transmitting the survey question to the player via a slot machine;
 - receiving a response of the player to the survey question;
 - determining compensation for the response; and
 - after receiving the response, transmitting a signal to the slot machine to provide the determined compensation to the player.